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To report Storm Drain Pollution

619-235-1000

Clean Water Task Force

Mayor Dick Murphy, City of San Diego, Co-Chair
Councilmember Scott Peters, City of San Diego, Co-Chair
Councilmember Michael Zucchet, City of San Diego
Councilmember Donna Frye, City of San Diego
Supervisor Greg Cox, County Board of Supervisors
Kim Bess, San Diego City Schools
Dennis Bowling, Rick Engineering Company
Thom Fuller, The Corky McMillin Companies
Richard Gersberg, SDSU Graduate School of Public Health
Laura Hunter, Environmental Health Coalition
Donald Kent, Hubbs-SeaWorld Research Institute
John Largier, Scripps Institution of Oceanography
John Minan, San Diego Regional Water Quality Control Board
David Merk, Port of San Diego
Bruce Reznik, San Diego Baykeeper
John Robertus, San Diego Regional Water Quality Control Board
Gary Sirota, Surfrider
Tom Story, City of San Diego
Shelby Tucker, San Diego Association of Governments
Jim Whalen, J. Whalen and Associates
Clifton Williams, City of San Diego

City Attorney's Office

Bill Bartleman
Kathryn Lange
Rachel Witt

Environmental Services

Joy Newman

Field Engineering

Marnell Gibson
Lisa Adams

In Memoriam

William (Bill) Bartleman

August 16, 1959 - September 29, 2004

Raised in Pennsylvania, Bill moved to San Diego while enlisted in the Navy. He returned to San Diego after receiving his college degree in Utah. Bill attended USD Law School at night while working for the City of San Diego's Environmental Services Department, graduating Order of the Coif in 1999. In 2000 he was hired by the San Diego City Attorney's Office as a Senior Investigator in the Consumer and Environmental Protection Unit and was instrumental in establishing the Storm Water Enforcement Program.

The community has lost a passionate advocate for environmental and political causes. Bill was on the boards of Famosa Slough, League of Conservation Voters and Progressive San Diego and tirelessly volunteered with Aquatic Adventures, BayKeeper, Surfrider and political campaigns. Bill touched the lives of many and he will be missed.



The City of San Diego Urban Runoff Management Plan

Annual Report Executive Summary

Fiscal Year 2004

July 1, 2003 - June 30, 2004





San Diego is a beautiful city with its picturesque coastline rich with bountiful aquatic recreational opportunities.

These coastal waters are a resource that must be protected. A serious pollution problem, urban runoff, is harming our beaches, bays, and ocean and is threatening our quality of life.

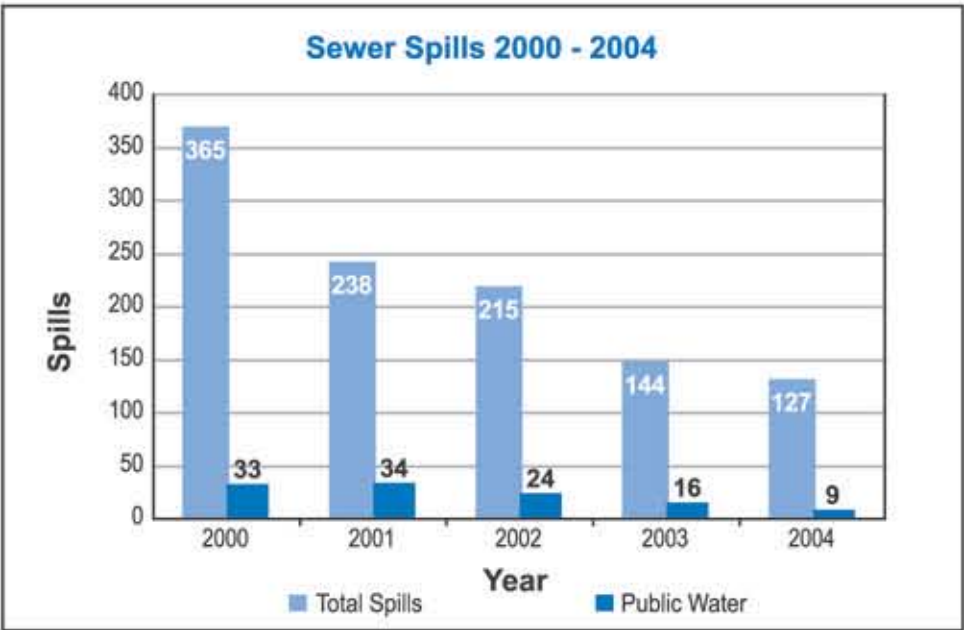
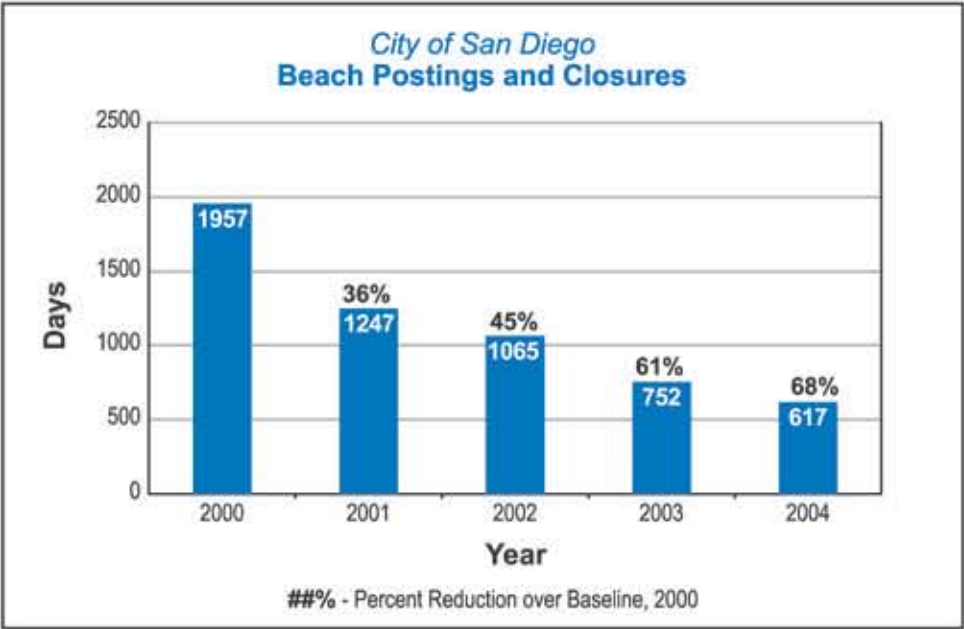
In January 2001, Mayor Dick Murphy outlined ten goals to make the City of San Diego a "City Worthy of Our Affection". Goal number four, Clean Up Our Beaches and Bays, called for the reduction of beach closures and postings by fifty percent by 2004.

The Storm Water Pollution Prevention Division was designated as the lead City agency to achieve these goals. For the past four years, there has been a downward trend in the number of beach posting and closures. In 2004, the City realized a 68 percent reduction in beach postings and closures, exceeding the goal, and a 65 percent reduction in sewer spills.

2004: EFFICIENCY & FOCUS

The City's **Urban Runoff Management Plan** is a blueprint for action the City must take to **protect and improve water quality** of the ocean, rivers, creeks, reservoirs and bays in the region, and to achieve municipal storm water permit compliance. The Plan, adopted by City Council in January 2002, outlines a phased implementation that would allow increased activities as additional funding was identified.

The City has worked diligently over the past year to make progress with reduced resources to implement the Urban Runoff Management Plan. The City stayed focused in doing all that we could with what funding was available. As in the previous two years, the City leveraged limited resources in program areas that could achieve the most efficient benefits to water quality: education and training efforts in pollution prevention and good housekeeping.

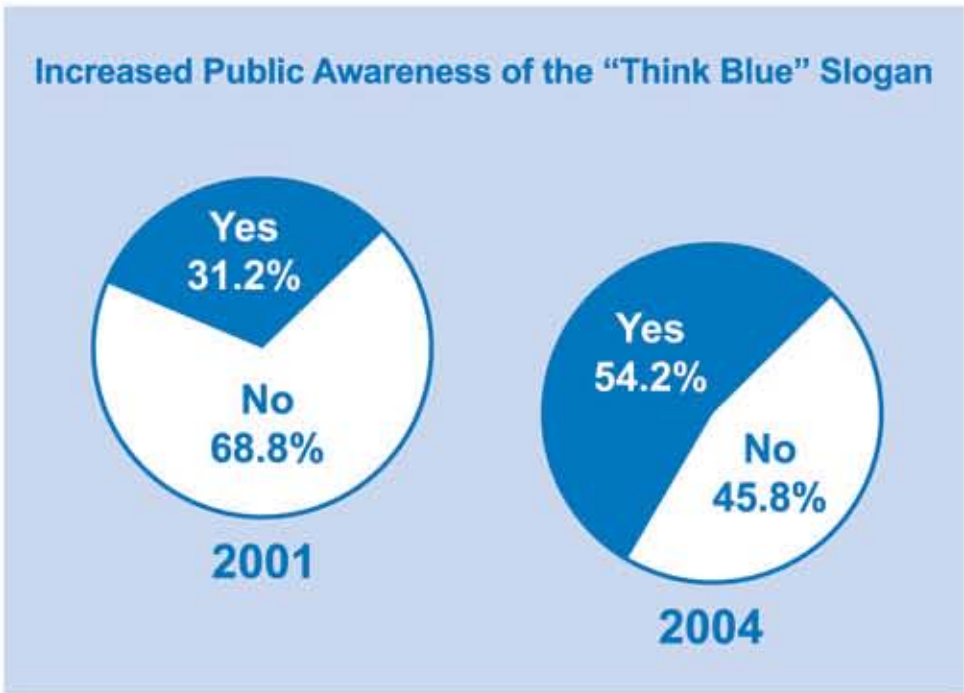


EDUCATION

"Think Blue", the City's public education, outreach, and advocacy campaign is making a difference. The goals of the regional bilingual campaign are to raise awareness of urban runoff as a major cause of beach, bay, and watershed water pollution and to change the polluting behaviors of residents and businesses.

This year's Public Service Announcement campaign continued to receive astounding support from the local media entities that provided 51.7 percent in-kind match of airtime, promotional events and news stories to supplement the City's limited purchase.

And 2004 saw the campaign debut two new Public Service Announcements that garnered numerous national accolades. Our annual survey of residential knowledge and behaviors, measuring campaign effectiveness, showed a remarkable trend since the inception of the campaign in 2001. Six behaviors have changed in a positive and statistically significant direction. Awareness of the slogan has steadily increased over time and now exceeds over half of the City's population (an increase of 24 percentage points from 2001).



Public participation was achieved in part by the Mayor's Clean Water Task Force where water quality issues were discussed by key members of the local environmental, regulatory, science, education, and business communities.



Development & Construction



The City continued its outreach to the development and construction industries about storm water requirements, both construction and post-construction. In spring 2004, the City partnered with the California Storm Water Quality Association and the American Public Works Association in sponsoring a workshop that addressed the design of storm water treatment systems. Another proactive step was changing the City's internal organization. A six-person specialty storm water inspection unit was created in Field Engineering Division to address both private and City construction projects. This work unit has been effective in increasing compliance.

Municipal Yards



BMPs at Chollas Yard - New cover for materials area - Water Department.

INDUSTRIAL & COMMERCIAL

As a valued member of San Diego's business community, you share the knowledge that clean beaches are good for our health and our economy. Keeping our beaches clean is dependent upon protecting our storm drain conveyance system from pollutants. Everything that enters the conveyance system flows untreated to our beaches.

That's why the City of San Diego has established Municipal Code §43.03, Storm Water Management and Discharge Control, which prohibits non-storm water discharges into the City's storm water conveyance system. Failure to meet these requirements may subject you to penalties for non-compliance of up to \$10,000 per day. Some simple steps to follow include:

- Sweep-up or wet-sweep when cleaning trash or debris from concrete surfaces around your business.
- Do not use a water hose to clean your sidewalks, driveways, or parking lots, unless you have a system in place to control, contain and capture wash water and dispose of it properly.
- If you own or operate a restaurant, remember to have your grease traps inspected and cleaned regularly to avoid grease spills.

More information and resources can be found at our website, www.ThinkBlueSD.org. Once there you will find useful brochures, fact sheets for business and industry, the City's Municipal Code §43.03 and more. You can also call our Storm Water hotline at (619) 235-1000. Be a part of the solution. Think Blue, San Diego!

The City recognizes the need to develop its industrial and commercial programs in order to institute effective measures to reduce pollutants. This year's efforts included the **inspection of 382 industrial facilities and 3703 commercial facilities.**

Beginning in April 2004, a **mailing insert** has accompanied **business license renewals** and business tax certificate mailings to inform businesses of storm water best management practices requirements and ordinances. This information will be reaching **some 90,000 businesses annually.**

ENFORCEMENT

As the public's awareness of urban runoff and its causes grow, **residents have become proactive** in helping the City protect our beaches, bays, and watersheds. Residents made **4,695 calls to the storm water hotline.** The **increased public awareness and activism contributed to 1,694 investigations, 279 administrative citations, 723 notices of violation, and 178 administrative civil penalties** being issued to **polluters** for violating San Diego Municipal Code §43.03. The Consumer and Environmental Protection Unit of the **City Attorney's Office prosecuted 40 water pollution cases.**



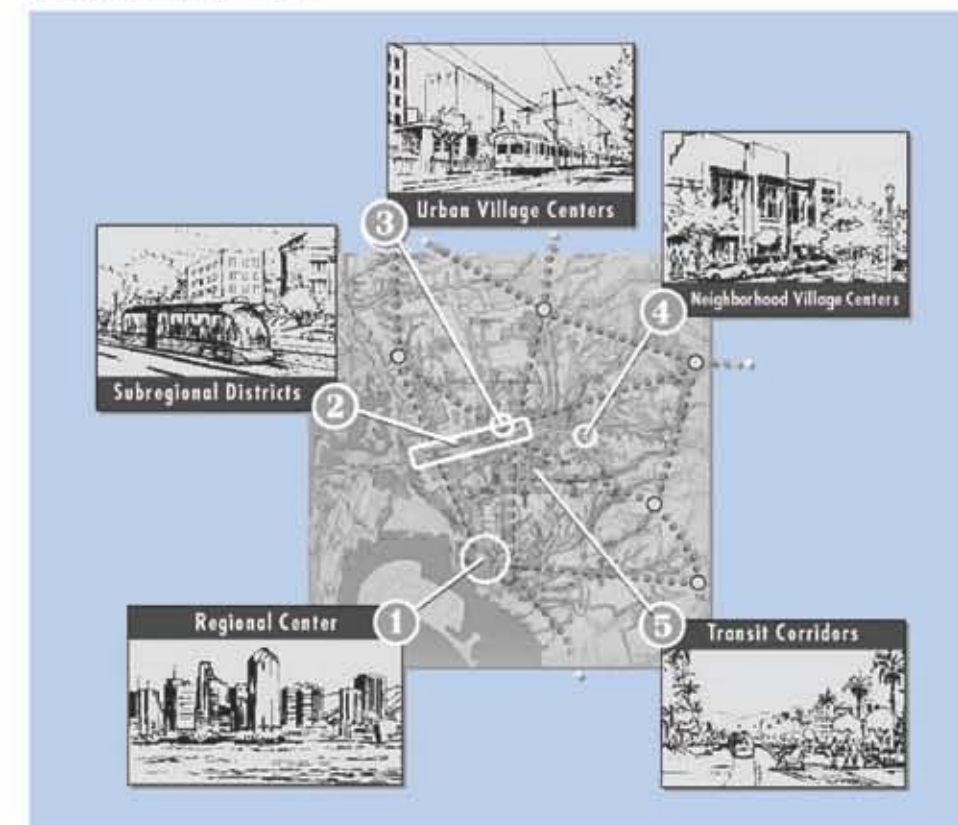
WATER QUALITY MONITORING

City staff tested water quality at **12 coastal beach and 5 lagoon locations** biweekly during April through October and monthly during November through March. Additionally, **2,784 water quality analyses were conducted** at **Dry Weather Monitoring sites** throughout the City.



GENERAL PLAN: City of Villages

The City is implementing the City of Villages strategy through the Pilot Village program. **Five pilot villages were selected** based on factors including how well applicants proposed to **incorporate green building techniques**, including attention to **reducing storm water runoff, into their development proposals.**



2003 Cedar Fire

October 2003 saw the worst fire in the history of the state rage through the heart of San Diego County. The Cedar Fire began in the unincorporated area of Ramona and spread south and west into the



City of San Diego. The communities of Scripps Ranch and Tierrasanta lost more than 300 homes and some 2,800 acres of vegetation burned in Mission Trails Regional Park. In response to the fire, the City mobilized to assess damage and to put erosion and sediment control measures in place to prevent further damage from winter rains. The City provided more than 15,000 sandbags; 28,000 gravel bag berms; 45,000 linear feet of fiber roll; 19,840 yards of erosion control blankets; and applied 147 tons of hydro-mulch on slopes. Residents and business were also provided brochures outlining how to Clean Up Ash and Debris, and a Post Fire Best Management Practices for Runoff, Erosion and Sediment Control. The work and materials were provided to and placed on city owned property and property owned by private entities and individuals.

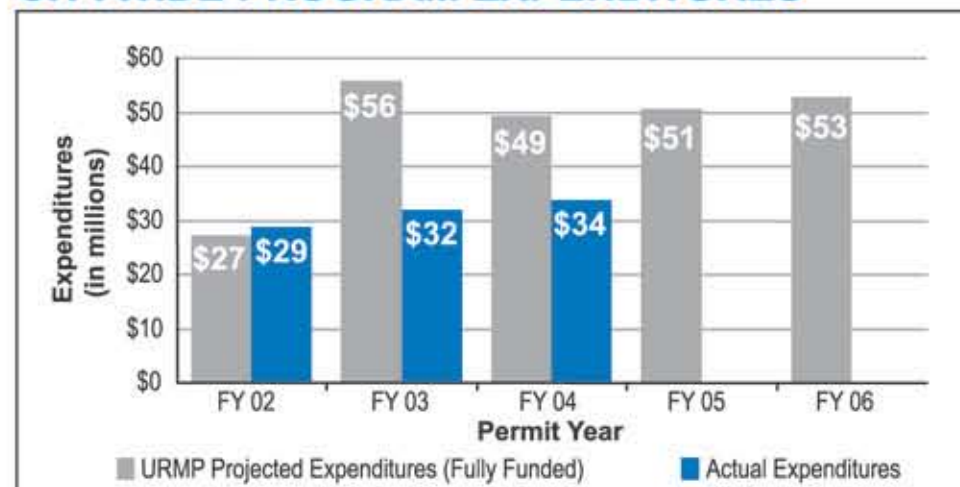


WATERSHEDS

The City is a part of six watersheds as defined by the Permit. However, in actuality, **watershed scale is relative**. All areas within the City **drain into the ocean and its urbanized landscape tends to be somewhat homogenous**. Because of the limited resources available, the City has conducted the majority of its program **implementation on a jurisdiction basis**, without watershed level focus. Focused efforts have been implemented when supplemental funds were made available, such as the bacteria sources identification studies conducted for Mission Bay and the Ocean Beach-San Diego River area with State Clean Beaches Initiative funds.



CITYWIDE PROGRAM EXPENDITURES



LOOKING FORWARD

At this time, the City has not identified funds to fully implement its Urban Runoff Management Plan. Like many other municipalities, the **City's storm drain and water quality protection programs are largely dependent upon its General Fund for funding**. Other important community services such as police, fire, parks, and libraries are also supported by the General Fund. The City is facing **significant financial challenges** that will impact all city services. Establishing a separate user fee for urban runoff management, although an option, is a lengthy process which includes a cost of services study, City Council approval, public notices, and voter approval to conform to Proposition 218 requirements.

Other challenges include compliance with **Total Maximum Daily Load (TMDL) numeric limits** adopted for impaired water bodies, the **California Ocean Plan prohibition of waste discharges to Areas of Special Biological Significance (ASBS)**, and implementation of the **Regional Harbor Monitoring Program**. New regulatory requirements without additional funding to implement them pose a huge challenge. We also expect the **Municipal Storm Water Permit to be reissued in 2006** and to be **more watershed specific** requiring the City to change its implementation focus.

We expect that funding sources will be developed for urban runoff management and water quality protection projects sometime in the future. Until that time, the **City is benefiting** from a number of **grant-funded projects** that will serve to **reduce pollutants**. Meaningful special studies to identify the pollutant sources are also being conducted. The City will also **partner with other stakeholders** to develop water quality projects in order to **compete for grant funds**. We'll continue to work closely with the other Storm Water Program Managers in the region to collaborate on program implementation strategies. It is our objective to institute the most effective and efficient strategies in the San Diego region, whether it be at the regional watershed, permit-defined watershed, or jurisdictional level.

Karen Henry

Karen Henry
Deputy Director
Storm Water Pollution Prevention Division

Special Projects

Beach Area Low Flow Storm Drain Diversion
Phased project to divert low dry weather flows from storm drains at locations in Ocean Beach, Pacific Beach, and La Jolla to the sewer system for treatment.

Mission Bay Bacteria Source Identification Project
Identified bacteria sources (using methods that included source tracking, fate & transport, and sediment assessment) and recommended actions to eliminate them in comprehensive 2-year study.

Mission Bay Computerized Irrigation Control System
Install irrigation control system to reduce irrigation runoff that carries bacteria to Mission Bay.

Rose & Tecolote Creeks Water Quality Improvements
Identified water quality improvement projects in a planning study for the watersheds. Construct pilot project (two hydrodynamic separators near Tecolote Canyon Natural Park).

Ocean Beach - San Diego River Water Quality Improvements
Identified bacteria sources along the San Diego River that would likely reach the beaches. Construct Ocean Beach storm drain system improvements to eliminate bacteria from entering the San Diego River Channel during dry weather.

Chollas Creek Water Quality Protection and Habitat Enhancement Project
Remove concrete & restore the natural habitat along the creek at a site southeast of Euclid Avenue and Market Street. Develop & implement education program within watershed.

Creek Refuse Assessment Program
Evaluate and record observations of trash during dry weather monitoring activities in the Chollas and Paleta Creek watershed areas.

San Diego Watersheds Common Ground Project: San Diego Bay Watershed Demonstration
Establishes an interactive web based water quality information system to be used as a decision making and educational tool. Incorporates training for citizen monitoring.

San Diego Region Integrated Pest Management (IPM) Education Project
Education program directed primarily towards residential pesticide users. Includes focused outreach and monitoring activities within the Chollas Creek watershed.

Regional Harbor Monitoring Program
Coordinated and comprehensive monitoring plan for harbors in the San Diego Regional Water Quality Control Board region which includes San Diego Bay, Mission Bay, Oceanside Harbor, and Dana Point Harbor.